

## USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/22 thru 11/28. (prices in dollars per carton)

				SHELI	L EGG	NATIO	NAL SU	MMARY	<u>′</u>					
	THIS WEEK						PREVIO	JS WEEK	(	PREVIOUS YEAR				
	Feature Rate		18.6% of 23,200 stores				.5% of 23	3,200 sto	res	23.0% of 22,500 stores				
			ARGE	LARGE		X LARGE		LARGE		X LARGE		LAF	RGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			470	1.46			500	1.43	10	1.79	450	1.41	
G	White 18 pack			680	2.19			810	1.99			1,240	2.17	
U	Brown 12 pack													
ĭ	USDA GRADE A													
A	White 12 pack	10	1.00	480	1.58	50	1.99	1,570	1.20	10	1.72	660	1.35	
R	White 18 pack	40	2.50	320	2.10			400	2.04					
	Brown 12 pack							160	0.99					
	USDA ORGANIC													
_	White 12 pack													
S	Brown 12 pack	20	5.98	320	4.44			1,360	3.61	30	3.32	180	4.41	
E	OMEGA-3													
C	White 12 pack	320	2.86	770	2.65	10	2.50	880	2.47	60	3.22	360	2.47	
ĭ	Brown 12 pack							240	3.49			300	3.04	
A	CAGE-FREE													
î	White 12 pack							50	2.79			1,110	2.51	
Ŧ	Brown 12 pack			580	3.47			1,010	3.53			1,350	2.67	
Y	VEGETARIAN FED													
	White 12 pack	300	2.68	620	2.59	720	2.41	720	2.41			150	2.79	
	Brown 12 pack			80	2.29			350	2.53			210	2.74	

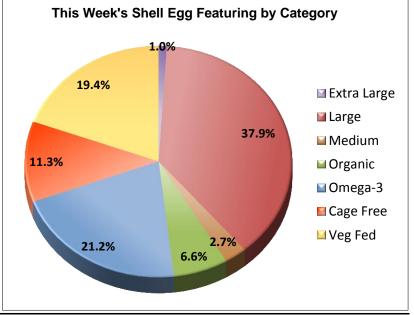
	ge White Eggs	- Grade A or better,	avg. feature price	converted to \$/dozen		
1.60		1.56				1.48
1.45			1.43			
1.30				1.21	1.29	
1.15						
1.00 Oct 1	l.8-24 (	Oct 25-31	Nov 01-07	Nov 08-14	Nov 15-21	Nov 22-28

<b>Activity Summary</b>	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,000	3,490	2,370	Large Eggs on
Specialty	3,010	5,340	3,750	Nov-18-2013
Total (includes MD)	5,150	9,020	6,260	560.0
Special Rate 4/:	4.7%	3.2%	6.7%	up 1.4%

5/: 1,000's of 30-doz cases

## SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is considerably less than a week ago. Many retailers are extending their ads into a two week period and focusing more attention on the traditional Thanksgiving meat items. With fewer promotions in place, the weighted average price of Grade A or better Large white eggs to consumers is sharply higher. Value conscious consumers can still find ways to save money on purchases as "no price" incentives remain a popular attraction. Ads for Extra Large eggs are still scarce. Promotions for specialty shell eggs are fewer in number this week. Promotional activity of liquid eggs products is lackluster. Featuring of egg nog nearly triples this week as some outlets are offering more than one size and variety to help get shoppers into the holiday mode.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

_			NORTH	EAST U.S.			SOUTHE	EAST U.S.		MIDWEST U.S.						
			(CT,DE,MA,MD,ME	,NH,NJ,NY,PA,R	I,VT)	()	AL,FL,GA,MS,N	IC,SC,TN,VA,W\	/)	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
	Fea Acti	ture Rate <sup>1/</sup> vity Index "	Activity Index = 3,0		dium)	Activ	ity Index = 170	sampled outlets O (includes Medi	10.2% of 4,200 sampled outlets Activity Index = 370 (includes Medium)							
CLASS		CLASS	EXTRA LARGE	RGE	EXTRA	LARGE	LAR	RGE	EXTRA LARGE		LARGE					
			Price Range Stores Avg 3/	Price Range	Stores Avg 3		Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/		
ı	JSDA	White 12 pack		1.40	110 1.40							1.39	10	1.39		
	RADE	White 18 pack		2.50	10 2.50	<b>'</b>		1.89	50 1.89							
	AA	Brown 12 pack														
		MEDIUM	White 12 pack				White 12 pack				White 12 pack					
110		White 12 pack		1.25 - 1.79	200 1.68			0.99 - 1.29	30 1.13	1.00	10 1.00	1.29 - 1.50	60	1.39		
	JSDA	White 18 pack		1.99 - 2.77	180 2.06							1.98	90	1.98		
G	RADE	Brown 12 pack	White 12 peek			1	Mhita 10 nach	1.25	10 105		White 10 peek	1.12	20	1.12		
	A	MEDIUM	White 12 pack White 30 pack				White 12 pack White 30 pack	1.25	10 1.25		White 12 pack White 30 pack	1.12	20	1.12		
	USD	A ORGANIC														
•		White 12 pack														
S		Brown 12 pack		4.49 - 4.58	270 4.53	1				5.98	20 5.98	3.99	50	3.99		
E		GA-3														
C	;	White 12 pack	2.50 - 2.99 320 2.86	2.50 - 2.99	630 2.71							2.27 - 3.00	50	2.51		
1		Brown 12 pack														
Α	CAG	E-FREE														
L		White 12 pack		200 200	E20 2 E2							2.40 2.00	40	2.70		
Т		Brown 12 pack TARIAN FED		2.88 - 3.98	530 3.52	:						2.49 - 2.99	40	2.70		
Y	IVEGE	White 12 pack	2.50 - 2.98 260 2.70	2.50 - 2.99	560 2.60	2.50	40 2.50	2.50	40 2.50			2.49	20	2.49		
		Brown 12 pack	2.00 2.00 200 2.10	2.00 2.00	000 2.00	2.00	40 2.00	2.00	40 2.00			2.40	20	2.40		
		,	SOUTH C	ENTRAL U.S			SOUTHV	VEST U.S.			NORTH	VEST U.S.				
			(AR,AZ,CO,KS,LA		,		(CA,I	∃I, NV)		(AK,ID,MT,OR,WA,WY)						
		ture Rate 1/		sampled outlets				sampled outlets		19.2% of 1,200 sampled outlets						
_	Acti	vity Index <sup>2/</sup>	Activity Index = 67		ity Index = 660	) (includes Medi	•	Activity Index = 210 (includes Medium)								
ι	JSDA	White 12 pack		0.99 - 1.25	100 1.19			1.79 - 1.99	50 1.96			0.88 - 1.99	200	1.50		
	RADE	White 18 pack		1.88 - 2.00	130 1.91			2.00 - 3.00	490 2.29							
	AA	Brown 12 pack	)A# :: 40	4.00	00 100	<u> </u>	M	4.40 4.50	00 1 10		M# ': 40 I					
		MEDIUM	White 12 pack	1.00 1.38 - 1.99	20 1.00		White 12 pack	1.49 - 1.50	60 1.49		White 12 pack					
,	JSDA	White 12 pack White 18 pack		1.38 - 1.99 2.47	180 1.59 50 2.47		40 2.50	2.25	10 2.25							
	RADE	Brown 12 pack		2.47	30 2.47	2.50	40 2.50									
	Α		White 12 pack	1.12	30 1.12	,	White 12 pack				White 12 pack					
		MEDIUM	White 30 pack				White 30 pack				White 30 pack					
	USD	A ORGANIC	·				·				·					
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C		White 12 pack		2.19 - 2.49	80 2.29							1.99	10	1.99		
ı		Brown 12 pack														
Α	CAG	E-FREE														
L		White 12 pack						2.00	10 2.00							
Т	VECE	Brown 12 pack				1		3.99	10 3.99							
Y	IVE GE	TARIAN FED White 12 pack														
		Brown 12 pack		2.19 - 2.49	80 2.29	Л										
			ral Marketing Service, Livesto				44=4 144 11			DCMowleathlass	D			2 of 3		



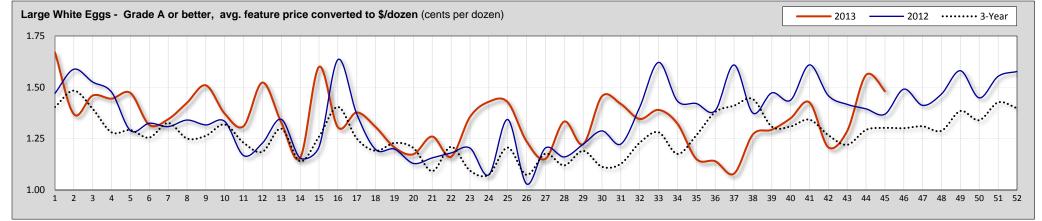
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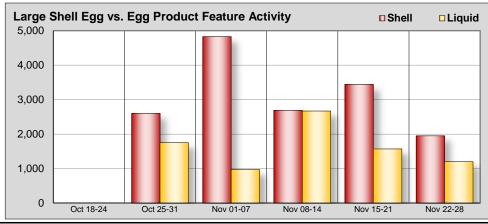
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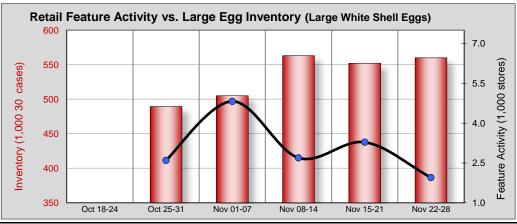
(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTH	HEAST	SOUTH	HEAST	MIDW	/EST	SOUTH C	ENTRAL	SOUTH	WEST	NORTH	WEST
1/ Feature Rate	5.7%	6.6%	16.3%	11.2% of 4,6	00 sampled	7.8% of 6,10	00 sampled	5.2% of 4,20	00 sampled	2.8% of 4,200 sampled		,200 sampled 0.0% of 2,900 sampled		0.0% of 1,200 sampled	
2/ Activity Index	1,200	1,570	2,210	Activity In	dex = 680	Activity In	Activity Index = 180		Activity Index = 230		Activity Index = 110		Activity Index = 0		ndex = 0
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range Stores Avg 3/ P		Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	870 2.76	700 2.50	1,760 2.48	2.50 - 3.00	640 2.85	2.00 - 2.99	120 2.71	1.88 - 2.50	40 2.25	2.29 - 2.50	70 2.36				
32 oz. crtn	330 4.00	840 4.12	450 4.19	4.99	40 4.99	3.99	60 3.99	3.78 - 4.48	190 3.84	3.78	40 3.78				
3 - 4 oz. cup		30 2.39													
2 - 8 oz. cup															
EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTH	IEAST	SOUTH	HEAST	MIDWEST		MIDWEST SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	33.7%	8.5%		38.2% of 4,4	00 sampled	27.9% of 6,0	000 sampled	29.7% of 4,0	29.7% of 4,000 sampled		32.5% of 4,000 sampled		40.0% of 2,900 sampled		00 sampled
2/ Activity Index	8,610	2,010		Activity Inc	dex = 2,100	Activity Inc	dex = 1,820	Activity Inc	dex = 1,410	Activity Ind	ex = 1,350	Activity Ind	ex = 1,300	Activity Inc	dex = 630
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range Stores Avg 3/		Price Range	Stores Avg 3	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	StoresAvg 3/
32 ounce	3,170 2.34	970 2.30		1.68 - 3.79	840 2.52	1.50 - 2.99	550 2.01	1.48 - 3.29	930 2.41	1.49 - 2.99	610 2.20	2.50 - 2.99	160 2.92	1.25 - 2.50	80 1.99
64 ounce	5,440 3.52	1,040 3.72		2.99 - 4.99	1,260 4.18	2.98 - 4.79	1,270 3.11	2.79 - 5.99	480 3.58	2.79 - 3.99	740 3.21	2.50 - 4.49	1,140 3.36	2.96 - 5.99	550 3.66

(Non-alcoholic egg nog; this section will run through January 1, 2014)







Note: See page 1 for explanatory notes.